

# **EDMONDS CITY COUNCIL APPROVED MINUTES**

## **February 28, 2012**

The Edmonds City Council meeting was called to order at 6:30 p.m. by Mayor Earling in the Council Chambers, 250 5<sup>th</sup> Avenue North, Edmonds. The meeting was opened with the flag salute.

### **ELECTED OFFICIALS PRESENT**

Dave Earling, Mayor  
Strom Peterson, Council President  
Frank Yamamoto, Councilmember  
Joan Bloom, Councilmember  
Michael Plunkett, Councilmember  
Lora Petso, Councilmember  
Adrienne Fraley-Monillas, Councilmember  
Diane Buckshnis, Councilmember

### **ECON. DEV. COMMISSIONERS PRESENT**

Stacy Gardea  
Don Hall  
Darrol Haug  
Beatrice O'Rourke  
Rich Senderoff  
Bruce Witenberg  
Marianne Zagorski

### **PLANNING BOARD MEMBERS PRESENT**

Phil Lovell (Chair)  
Valerie Stewart (Vice Chair)  
Kristiana Johnson  
Neil Tibbott  
John Reed  
William Ellis (Alternate)

### **STAFF PRESENT**

Al Compaan, Police Chief  
Stephen Clifton, Community Services/Economic Development Director  
Shawn Hunstock, Finance Director  
Carrie Hite, Parks & Recreation Director/Acting Human Resources Director  
Rob Chave, Acting Development Services Dir.  
Carl Nelson, CIO  
Frances Chapin, Cultural Services Manager  
Carolyn LaFave, Executive Assistant  
Cindi Cruz, Executive Assistant  
Jeff Taraday, City Attorney  
Sandy Chase, City Clerk  
Jana Spellman, Senior Executive Council Asst.  
Jeannie Dines, Recorder

### **Military Veterans Promotion**

Mayor Earling announced tomorrow at noon at City Hall the merchants and Operation Military Family are launching a year-long program, Military Veterans Promotion, to honor and support veterans via special promotions and discounts provided by merchants. This program is being launched in Edmonds with the intent of taking it nationally. Edmonds is challenging mayors in other cities in Snohomish County, across the state and the nation to participate in the program. Evening Magazine visited the City today and will air a segment on Military Veterans Promotion tomorrow; several media sources will attend the kickoff. He invited the community to the kickoff.

### **1. CITY COUNCIL, PLANNING BOARD AND ECONOMIC DEVELOPMENT COMMISSION: EDMONDS STRATEGIC PLAN & VISIONING RETREAT #3**

Mayor Earling recognized Community Services/Economic Development Director Stephen Clifton and Executive Assistant Cindi Cruz for their efforts on the Strategic Plan.

Mr. Clifton welcomed everyone to the Strategic Planning and Visioning Retreat #3. He explained the City Council, with the assistance of the Economic Development Commission (EDC) and Planning Board, initiated a process last year to develop a strategic plan and vision for the city. With the help of community input, the strategic plan will identify short and mid-term community based priorities, goals and objectives, in addition to outlining specific methods to achieve them. A plan adopted by the City Council later this year will also identify performance measures to ensure that the strategic plan's goals will be realized and identify those who will be responsible for implementing them. An adopted plan can also be used as a decision making tool by the City Council for focusing financial resources on key priorities.

Public opinions and priorities are an important part of the strategic planning process. Consequently, the process calls for the consultant team to conduct a series of interviews and surveys and community meetings to obtain the opinions of citizens, business owners, employees, retail customers, young adults, and government officials. These surveys, interviews and community meetings provide opportunities for the public to contribute ideas and share their priorities, thus helping influence the City's future. The following has occurred to date:

- Tom Beckwith and Steve Price, Beckwith Consulting Group, have conducted interviews with the City's last and current mayors, recent City Councilmembers, and each Department Director.
- Surveys are ongoing and links to internet-based surveys have been posted on the front page of the City's new website, EdmondsWa.gov. Internet-based surveys include adult, youth, employee and customer. With the help of EDC Commissioner Don Hall, hard copies of customer surveys have been handed out to many business owners in commercial areas throughout the City. Anyone lacking internet access may call Mr. Clifton's office at (425) 775-7724 to request a hardcopy of any survey.
- Hard copy business surveys were inserted in over 1,800 business license renewal notices mailed in December, 2011. The survey letter included an invitation for all employees to take an internet employee survey.
- In order to notify/inform as much of the public as possible of the availability of surveys, a press release was also issued, a notice posted on the City's government channel, and links posted on the front page of online newspapers such as My Edmonds News, Edmonds Patch, Edmonds KOMO 4 News, Edmonds Beacon. The City also sent out an email to 11,000 City residents last week.
- To date, 590 people have taken the adult survey, up from 419 at Retreat #2.
- Eighteen stakeholder focus group meetings were held with 80 participants. Examples of focus groups include the Senior Center, waterfront, downtown, Westgate, Perrinville, Five Corners, Firdale Village, arts groups, young adults and education, environmental interests, businesses groups, transportation, two sessions where individuals were invited.
- The agenda for Retreat #3 has been posted on the front page of the City's website and the City's Strategic Planning and Visioning webpages.

Mr. Clifton introduced **Tom Beckwith, Eric Hovee and Steve Price, Beckwith Consulting Group**, to present information for Retreat #3.

Mr. Beckwith explained the information presented at this retreat would be divided into five parts:

1. State of Washington cities 2005-2010
2. State of Edmonds 2001-2021
3. Budgeting for Outcomes (BFO)
4. Status Report on focus group sessions and surveys
5. Outline of public charrette process and agenda

#### State of Washington Cities

Mr. Beckwith explained this is a series of reports done by the Association of Washington Cities (AWC) and National League of Cities. The purpose of presenting this information is to provide a context of what is affecting cities in general and particularly in Washington State and their ability to develop fiscal

strategies. He explained AWC conducted surveys in 2005, 2009 and 2010. The content was most comprehensive in 2005. The 2009 and 2010 surveys updated summary issues to current economic conditions.

Mr. Beckwith reviewed the following information:

<b>Services cities provide*</b>	
<b>Mandatory</b>	<b>Discretionary</b>
Public safety – police, fire, planning and permitting, municipal court	Parks – creation, maintenance, and operations
Streets – maintenance and operations	Recreation – for youth, adults, and seniors
Utilities – sewer, water, and storm drainage	Arts and culture – historical, fine and performing arts, and civic activities
General administration – of the above	Library – typically part of a branch system

\* The mandatory/discretionary categories were AWC classifications based on RCW definitions in 2005. The AWC 2009 survey redefined the classifications based on city input to add “Essential Services” which included parks and recreation and economic development.

<b>How cities measure performance with regard to public safety</b>		
<b>Service</b>	<b>Level of service</b>	<b>% of Budget</b>
Public Safety	Response time, patrol level, traffic control, property surveillance, animal control, officer/population ratio, 24 hour staffing	43%
Streets	Sidewalks, street lighting, traffic signals, signage, and increased maintenance	23%
Parks and Planning	Manicured lawns, paved parking, irrigation, restrooms, recreation programs, enforcement, current plans and projects	20%
Public Works	Centrally-treated water supply, sewer systems, curbside refuse collection	n/a

<b>What pressures are impacting cities? (2005)</b>	
<b>Primary</b>	<b>Discretionary</b>
Unfunded mandates – from state and federal government	Downtown vitality – big box and internet retail, absentee or disinterested landlords, aging and outmoded structures and land uses
Budget conditions – lack of revenue and revenue raising options	Affordable housing – costs beyond what critical skills (police, fire, teachers) can pay
Infrastructure – aging and deteriorating streets, roads, utilities, and buildings	General economic conditions – jobs and employment opportunities for all citizens of all ages and skills
Staff benefits – cost of health insurance and pensions	

<b>How bad is it? (2009)</b>	
<b>U.S. Impacts</b>	<b>Washington city problems</b>
Worst economic turmoil since the Great Depression	Operating budget revenues are not sufficient to support level of services required to meet federal and state mandates, citizen expectations, and community priorities
Burst of a nation-wide housing bubble	Aging infrastructure systems inadequate to meet current needs of businesses and residents, or

	sustain and attract growth
Sky-rocketing infrastructure material costs, health insurance, and volatile energy costs	

<b>What have cities been doing about impacts?</b>	
<b>Reactive</b>	<b>Proactive</b>
Delaying maintenance – including cyclical or life cycle to the point of deterioration	Economic development – promoting retail, office, industrial, and other nonresidential property and sales tax bases
Delaying capital investments – including new or replacement utilities, facilities, and equipment	Increasing user fees and charges – for utilities, recreation, permits, licenses, and other services
Reducing programs – including recreation, library, and other services	Adopting new (dedicated) revenue sources – real estate excise taxes (REET), transportation benefit districts (TBD), public facility districts (PFD), business improvement districts (BID)
Cutting staff – not filling planning, parks, public works, police, fire, and other functions	Increasing taxes – resetting property tax, increasing sales tax, levy lid lifts, special maintenance and operating levies
Using reserves – tapping rainy day and emergency reserve funds	

<b>What do US cities expect in future? (2005)</b>	
Worse financial condition than 5 years ago	73%
Conditions will be worse next year	73%
Conditions will worsen in next 5 years	82%
Factors cited by cities:	
• Narrowing of tax base as economy transitions to a service base	
• Technology shifts to internet sales and other uncollectible forms	
• Tax limiting initiatives	
• Increased service demands on cities	

<b>What are WA cities negative budget influences (2005)?</b>	
Tax limiting voter initiatives	61%
Cost of employee health benefits	56%
Infrastructure needs	33%
Amount of state aid to city - declining	29%
State and federal unfunded mandates	18%
Inadequate/declining sales tax base	17%

Mr. Beckwith anticipated if the survey were done today, the same factors would be cited but not necessarily in that order. The issues most cities would cite today would be sales tax base and lack of state and federal monetary assistance.

<b>What are Washington cities positive budget influences? (2005)</b>	
Availability of reserves	44%
Reliance on user fees	43%
Growing property tax base	39%
Growing city sales tax revenues	36%
Healthy local economy	21%
Business and economic development	20%

<b>What have Washington cities done about tax limiting initiatives?(2005)</b>	
Tapped reserves	54%
Increased user fees	46%
Eliminated staff positions	39%
Reduced services	30%
Adopted new user fees	17%
Used service alternatives	13%
Eliminated services	12%

<b>What are Washington cities' sources of revenue? (2009)</b>	
General property tax*	22%
Sales and use taxes*	21%
Business and utility taxes	21%
Interest and investment earnings	10%
Intergovernmental revenues*	9%
Charges and fees for services	7%
Other local taxes	6%
Licenses and permits	4%

\*effected by recession and/or initiatives

<b>What are Washington cities revenue limitations? (2009)</b>	
<b>Unrestricted revenues</b>	<b>Restricted revenues</b>
Property taxes (I-747 1% limitation), can be reset via voter approved levy lid lift on either a permanent basis or for a special purpose	Gas tax
Basic and optional sales tax	Impact fees
Business and utility taxes	Criminal justice sales tax
	Lodging tax

<b>What are WA cities share of property taxes?(average Washington city 2009)</b>	
\$0.13	City share
\$0.16	junior taxing districts
\$0.17	County
\$0.22	State
\$0.32	Local schools

<b>What are Washington cities share of sales tax? (based on city sales tax average of 8%)</b>	
\$0.0085	City share
\$0.0015	County share
\$0.0050	Local option (cities, counties, etc.)
\$0.0650	State

<b>What are US and WA cities conditions in 2010?</b>		
	<b>U.S.</b>	<b>Washington</b>
Improved	7%	5%
No change	18%	21%
Worsened	75%	74%

<b>What are Washington cities doing in 2011 to services as a result?</b>	
<u>2009 Washington cities' service cuts</u>	
• Infrastructure	50%
• Public Safety	24%
<u>2011 Washington cities service cuts</u>	
• Infrastructure	54%
• Public Safety	45%

<b>What are Washington Cities doing in 2010 to staff as a result?</b>	
Washington cities' 2011 efforts to control personnel costs:	
Eliminating salary increases	75%
Imposing travel/training restrictions	65%
Hiring freezes	60%
Increasing health costs	60%
Laying off employees	50%

<b>What are the red flags and what do you do as a result?</b>	
<b>AWC's 15 red flag checklist: (if exceed more than four flags, city has a problem)</b>	
5	City has limited economic development options
6	One-time revenues not sufficient to manage long term consequences
10	Growing expenses from mandatory programs with few discretionary programs left to cut
11	City is heavily dependent on property taxes for basic services
12	Annual expenses outpacing revenue
13	City has declining unrestricted fund balance
14	Limited capital for new facilities and significant deferred maintenance
<b>6-10 flag response:</b>	
1	Need long range financial planning that includes analysis of potential impacts to service levels
2	Identify new sources and potential partners
3	Communicate with citizens about potential impacts on services

#### State of Edmonds

Mr. Beckwith explained some of the information is from the City's annual financial statement. The projections through 2016 were recently updated by the Finance Department. He reviewed the following:

- Edmonds governmental revenue sources in 2009
  - Taxes (property and sales) – 69%
  - Licenses and permits – 4%
  - Intergovernmental – 13%
  - Charges for services – 10%
  - Fines and forfeitures – 2%
  - Other revenue – 3%
- Edmonds tax composition in 2009:
  - Property Tax – 51.8%
  - Sales and use – 18.4%
  - Utility – 22.6%
  - Excise – 5.6%
  - Other – 1.3%
  - Lodging – 0.3%

Mr. Beckwith provided graphs of Edmonds' property tax rate 2000-2012. Property tax rate includes bonds, EMS and regular property. The rate is going up as a result of EMS passage and to retain 1% revenue growth as assessed value declined. He reviewed a graph of revenue and expenditures 2001-2010 and total fund balances – governmental funds 2001-2010. Governmental funds include General Fund, special revenue funds, debt service funds, and capital project funds. He pointed out that while total revenues have increased over the past 10 years, expenditures are growing faster than revenues. Total fund balances have been kept stable by issuing debt and transferring in monies from other funds, one time actions that are not sustainable.

Mr. Beckwith reviewed a graph of projections 2009-2021 (includes \$1.3 million Public Safety Reserve but not \$1.927 million Reserve). By year 2021, the General Fund will be depleted. Changing growth rates on any of the revenue sources will only change the timing of when depletion occurs. For example, if \$1 million in new revenue were added in 2013, the ending fund balance would be depleted in 2017 rather than 2016. A balanced approach requires involving revenue enhancements, cost reductions, and temporary use of fund balance.

#### Budgeting for Outcomes (BFO)

BFO has been implemented by Washington State, Snohomish County, Redmond and Bellevue. BFO is also called Priority-Driven Budgeting (PDB) or Budgeting by Priority (BP) or Performance Based Budgeting (PBB).

<b>How is BFO different?</b>		
	<b>Traditional Budgeting</b>	<b>BFO</b>
Budgeting begins with:	Last year's budget	Community
Focuses on:	Cost of services	Value of services
Is organized by:	Department	Priority
Encourages:	Low risk "same as before approach"	New ideas, innovation, cooperation and improvement
Motivation:	Be fair to all, avoid pain	Get the best results that match priorities

<b>How do budget roles change with BFO?</b>		
	<b>Traditional Budgeting</b>	<b>BFO</b>
Departments	Build up costs, make cuts difficult	Link expenditures to results and priorities
Analysis	Find unnecessary costs	Improve links between results and services. Facilitate department cooperation. Identify efficiencies.
Elected Officials	Cut costs or raise taxes	Choose services that provide results citizens are willing to pay for
Citizens	Rally behind special interests	Help determine priorities
Motivation	Be fair to all, avoid pain	Get the best results that match priorities

<b>Tasks involved in BFO:</b>		
	<b>Task</b>	<b>Result</b>
1	Identify available resources	A common understanding about the maximum amount of resources available to fund operations, one-time initiatives, and capital expenditures
2	Identify priorities	A set of priorities that are expressed in measurable results that are of value to the public and are widely agreed to be legitimate

3	Define priority results	Reveal Edmonds identity and the objective meaning of what is relevant
4	4 Evaluate services against priority results	Inventory current and proposed programs compared to the priority results
5	5 Score proposals against priority results	Evaluate proposed programs and projects for their ability to achieve priority results
6	6 Compare scores	Rank order proposals based on their results
7	7 Allocate resources*	Fund proposals according to rank order to the extent allowable with maximum amount of resources

\*BFO allocations subject to final City Council resolution

Mr. Beckwith assured this process was not done independent of elected officials or of citizens. A community process establishes priorities and measured benchmarks. Ultimately the City Council determines how resources match priorities and benchmarks.

<b>What BFO tasks will be completed in this strategic plan?</b>		
	<b>BFO Task</b>	<b>Strategic Plan Task</b>
1	Identify available resources	Internal scan – retreat #2 Jan/Feb 2012
2	Identify priorities	Surveys - retreat #3 February 2012 Charrette – retreat #4 March 2012 Survey voter households – retreat #6 May 2012
3	Define priority results	City Council 2014 budget process
4	Evaluate services against priority results	City Council 2014 budget process
5	Score proposals against priority results	City Council 2014 budget process
6	Compare scores	City Council 2014 budget process
7	Allocate resources	City Council 2014 budget process

With regard to how the strategic plan will define priorities, Mr. Beckwith provided example priorities from Bellevue and Redmond such as clean and green environment and a sample statement such as “I want to live, learn work and play in a clean and green environment.” Edmonds’ priorities will be identified from the focus group sessions; surveys of employees, customers and students; and the charette.

With regard to how the strategic plan will define results, he provided an example priority such as green environment and example results such as when Edmonds plans and designs the city’s growth to minimize emissions, energy usage and other environmental impacts. A sample charette question could be, we achieve a clean and green environment when...(fill in the blank with the result definitions).

With regard to how the strategic plan will measure progress, Mr. Beckwith provided a sample priority such as green environment and example benchmarks such as percent of city with overhead tree canopy.

Mr. Beckwith responded to questions:

- *Do cities develop specific benchmarks for specific business districts within the city?* Yes, Edmonds could have different benchmarks for Highway 99, Westgate, downtown, around the hospital, etc. Benchmarks must be unique to the city and what it wants to achieve.
- *How do you balance priorities and benchmarks based on what you know about revenues? Do you determine priorities and then base benchmarks on current economics or forecast?* It is a parallel process. The first step is determining resources under present the financial situation or maximum revenue. Then focus is on priorities, what you want to achieve (without considering cost), how to measure what you want to achieve, and then as progress through tasks, determine cost to achieve that benchmark. As to ranking priorities, determine how it affects maximum revenue. If it



exceeds revenue, determine whether reduce/change of priorities or change benchmarks to fit maximum resource limits.

- *Do you ever look at forecasted revenues or expenditures?* Yes, that is part of the first task. Also done in priorities; for example if you want job production on Hwy 99, what does it cost to get there, how long will it take and what expenditure level would be required to reach goal. For example increasing employment will be related to development activity which will be related to increased property value which will generate property revenue. There are also voluntary programs that do not involve governmental expenditure.
- *BFO requires identifying resources and then identifying priorities. As priorities change year to year, are funds reallocated?* The City still must recognize unrestricted/restricted revenue sources. BFO is a transition to an entirely different way of operating.

#### Status Report of Focus Groups and Surveys

Mr. Beckwith reviewed participation in outreach events, noting there was no participation at the focus groups from Highway 99 or developers.

<b>Participation in outreach events</b>	
Focus groups	18 subject/interest group sessions involving 80 participants
Adult residents	590 adult residents thus far
Business owners	214 business owners thus far
Employees	70 employee surveys thus far
Retail customers	312 customers thus far
Young adults	32 young adults thus far
Chamber survey	82 members participated in Oct 2011 survey

Mr. Price commented Edmonds has an incredible resource in the community; the citizens they met during the focus groups have a lot of energy, dedication, good ideas, and willingness to help address issues on community wide basis. That will also be seen in charrette.

Mr. Beckwith advised adult, business owner, employee, retail customer and young adult surveys are still active and receiving responses at EdmondsWa.gov. They will continue to accept surveys until there is a week without any response. The only group where there has not been an increase in participation is young adults.

<b>Emerging priorities and issues</b>		
	<b>Priorities</b>	<b>Key issues</b>
1	Environment	Sustainability, low to no impact, native habitat, community gardens, food production
2	Economic development	Employment, Highway 99, Antique Mall, Westgate, fiber optics, approval process, business recruitment
3	Community development	Mixed use requirements, waterfront/downtown linkage, diversity of age, income, housing, jobs, don't want to lose Edmonds' unique qualities
4	Arts & culture	Marketing arts and culture, economic impacts and relationships, wayfinding and gateways, 4th Ave corridor, ECA strategic plan, fine arts gallery
5	Parks and Recreation	Yost Pool, Civic Field, Senior Center, aging facilities, public restrooms, underused shoreline, follow thorough (implementing parks plan), trail linkages
6	Transportation	Pavement conditions, transit services – bus and rail, non-motorized roadways, trails, funding
7	Safety	Coal train impacts

8	Governance	Fiscal strategy, transparency, integrating districts-neighborhoods with basin, entrenched positions, utilizing nongovernmental entities
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Mr. Beckwith remarked Edmonds has more organizational talent than they have seen anywhere; the issue is how to put it work.

#### Public Charrette Process and Agenda

<b>The charrettes will be held:</b>		
<b>Date</b>	<b>Time</b>	<b>Location</b>
Wednesday, March 14	6:30 – 8:30 p.m.	Edmonds Community College Conference Center – 4 <sup>th</sup> & Bell
Monday, March 19	6:30 – 8:30 p.m.	Plaza Room, Edmonds Library

Each facility has a maximum seating capacity, therefore, participants must sign up in advance to reserve a space and receive agenda materials. The charrettes will be facilitated by members of the consultant team and City staff. Mr. Beckwith encouraged Councilmembers to attend charrettes but not participate in small group activities.

<b>Charrette workshop process:</b>	
<b>Sequence</b>	<b>Purpose</b>
Introduction	Review purpose, advance materials, outline process, disperse into small groups (12-20) to work with facilitators.
Like/dislike exercise	Each group will identify characteristics they like and dislike (need improvement) then rank order the needs improvement issues.
Brainstorm mandatory 4 topics	Each group will identify the desired <i>end state or result</i> they would like to see for the mandatory topic; then define <i>required actions</i> to realize the result <i>including responsible parties</i> ; then define <i>performance measures or benchmarks</i> by which to measure progress.
Brainstorm optional topic	Each group can continue brainstorming working on highest ranked improvement issue from the like/dislike exercise.
Rank order all priorities at public open house	Charrette workshop participants and anyone else interested will reconvene on Wednesday 2 May in the Plaza Room to critique and rank order a composite list of priority end results, required actions, responsible parties, and performance measures.

Staff and the consultant will follow the same process for all identified priority topics that cannot be brainstormed in a time-limited public session for a public review and critique at the May open house.

<b>Example brainstorming topics</b>	
<b>Elements</b>	<b>Illustrative example for typical parks priority</b>
Desired end state or result	<i>Access to quality open spaces, parks, and trails</i>
Required actions	<i>An action plan that integrates and plans public, school, nonprofit, and private resources into a unified, cohesive, and publicly accessible park and trails network.</i>
Responsible parties	<i>City, county, state, port, school district, college, hospital, community organizations, homeowners associations, ...</i>
Performance measure or benchmark	<i>Every neighborhood has access to a park and trail within a 0.5 mile radius.</i>

If the strategic plan is to be representative it must define the desired end state through performance measures or benchmarks for every priority identified from the public outreach events. If the Strategic Plan is to be effective it must rank order the resulting priorities with the public and elected officials in the subsequent open house, internet, and voter registration surveys. Mr. Beckwith clarified low priorities are not necessarily eliminated; they may be achieved in a different fashion.

Mr. Beckwith responded to questions:

- *Were there participants from Westgate, Firdale in the focus groups?* Yes, but due to the snow, there were only 3-4.
- *Will there be outreach to get people from Hwy 99, etc. to attend the charrette?* The outreach list for Hwy 99 and developers was quite short. Typically if someone does not usually participate in the process, they will not attend the charrette but they will come to an open house. Everyone who took the survey provided an email; they will all receive invitations. Mr. Clifton explained invitations will be sent to all 18 stakeholder groups inviting them to the charrette. If they do not attend the charrette, they will be sent an invitation to the open house.
- *If the City adopts BFO, how do you poll the public regarding priorities in subsequent years?* Most cities who have implemented BFO cannot update the strategic plan every year. There is usually a six year update and an annual community survey. Council will revisit priorities via the budgetary process. Councilmember Buckshnis explained if BFO is adopted, the City will change to a biannual budget due to the amount of effort necessary to create the budget.
- *What percentage of the available respondents is the number of adults that responded to the survey?* Do not have that information.
- *Who will conduct and facilitate the charrette?* The consultant and staff, two per table, one a facilitator and the other a scribe to record information.
- *When is Redmond's Finance Director planning to describe BFO to the City Council?* Mayor Earling answered a workshop is being scheduled.
- *Will Department Directors be involved in BFO workshop?* Mayor Earling answered he always respects questions from directors.
- *Will there be any female facilitators?* Yes, there will be two.

With regard to where do we go from here, on behalf of the City Council, EDC and Planning Board, Mr. Clifton urged the public to attend the charrettes in March; their input is definitely wanted. Over the past few months many people with interest in the City's future have been participating in this process. Some have met one-on-one with the consultants; others have participated in focus groups. The next phase in the community wide strategic and vision process is the charrettes on March 14 and 19. All citizens, property owners, and business owners are invited to participate in this community wide conversation. The charrettes will be held:

- Wednesday, March 14, the Edmonds Conference Center (4<sup>th</sup> & Bell)
- Monday, March 19, 6:30 – 8:30 p.m., in the Library Plaza Room (650 Main Street)

To anyone asking themselves what does this have to do with me, Mr. Clifton explained input obtained from the charrette will be used to help identify and develop community priorities and strategic policies, performance measures and work programs. This is a time for Edmonds residents to come together and help set the course for the next 3-5 and 5-10 years and help shape the preparation of a resulting strategic plan. The plan will be used as a roadmap that will help influence city priorities, infrastructure decisions, approach to growth, the types of services and programs to be offered by City government, etc. The strategic plan will be used as a guide for decision making that affects everyone on a daily basis.

Mr. Clifton urged the community to lend their time and voice to the effort; a 2-hour commitment to share their views, concerns, priorities for the City, and ideas for keeping the City moving forward in a positive

direction. From the chorus of citizens' voices, trends and priorities will begin to emerge which later this year will be used to set out a new program of goals and initiatives called the Edmonds Strategic Plan.

Mr. Clifton reiterated the meeting rooms hold 150-200 people. It is important for citizens to sign up by calling Cindi Cruz at (425) 775-7724 or send an email to [StrategicPlan@EdmondsWa.gov](mailto:StrategicPlan@EdmondsWa.gov). Citizens providing their email address will allow the City to create a database to facilitate emailing materials prior to the charrettes. The first page of the City's webpage, EdmondsWa.gov, also has a link to the above email address.

Mayor Earling referred to Mr. Beckwith's comment that Edmonds has a very engaged community and his implication that Edmonds has many smart people. He urged the public to sign up and to attend one of the charrettes. A 64% voter turnout means the community is engaged; the City needs to hear from them and that can best be done by their participating in the charrettes. There have been 1100-1200 surveys completed; he urged the public to continue to complete surveys.

## **2. ADJOURN**

With no further business, the Council meeting was adjourned at 8:11 p.m.